



# Customer Centered Products: Creating Successful Products Through Smart Requirements Management

*Kristin A. Farry*

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# Customer Centered Products: Creating Successful Products Through Smart Requirements Management

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## **Customer Centered Products: Creating Successful Products Through Smart Requirements Management** Kristin A. Farry

A powerful system for getting the right requirements--and creating products faster, better...and cheaper! "Never time enough to do it right, but always time enough to do it over." In today's "faster-better-cheaper-at-any-cost" world, this is not just a joke, but an all-too-frequent reality. And, most often, a poor understanding of the requirements for a product is the reason it must be done over.

CUSTOMER-CENTERED PRODUCTS is a highly practical new book that helps readers gain a clear understanding of how to elicit the right requirements early on in a project--and make the right product the first time. Packed with useful information, enlightening real-life examples, and money-saving solutions, this book shows readers how to:

\* Identify where their current requirements process is weak \* Bridge communication breakdowns that lead to muddy requirements \* Eliminate costly mistakes and rework \* Improve product quality without increasing cost \* Use operational concepts to improve requirements quality \* Improve the fit between the product and the customers' needs \* Prove that faster, better, cheaper is possible, and more.

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